

VVF Ltd. Introduces Glycerine Enriched JO soap in a Fabulous Lavender Scented Fragrance

Mumbai, January 23, 2007: VVF Limited, India's leading producer of Oleochemicals and manufacturer of personal care products has launched the wonderfully scented **JO Lavender** soap to add to their range of glycerine enriched JO soaps.

JO Lavender contains the soothing scent of Lavender that refreshes and lingers on your body, even after a bath. In addition, JO Lavender contains glycerine that absorbs the natural moisture of the skin and helps it seal the moisture, keeping it soft and glowing all year round.

Commenting on the launch of Jo Lavender **Mr. Piyush Jindal –Senior Vice President, (Personal Care) VVF Ltd** said, *“Research has shown that today's woman seeks more variety in the bathing and grooming products that she uses. It is with this objective of providing the consumer with a wider variety of fragrances to choose from, that we have introduced another variant in the Jo range of soaps”*

JO Lavender will be available across the country in packs of 4x75g at Rs. 26/- and packs of 4x125g at Rs. 42/-.

VVF Ltd's existing JO range of soaps enriched with Glycerine is available in the market in four other variants: **JO Rose, JO Lime, JO Sandal and JO Jasmine**. Each of them contains the specific fragrance and benefits of glycerine. It contains NO ANIMAL FAT and is not tested on animals.

JO is available at 8 lakh retail outlets across the country.

About VVF Ltd:

VVF manufactures some of the premium brands of soaps and cosmetics for global players like Johnson & Johnson, Henkel, Reckitt Benckiser to name a few, besides having its own range of branded soaps like, Doy soaps for children, Doy Care Aloe vera, Doy care Crème, JO and Shiff. Set up in 1939, VVF is also a major Oleo Chemical exporter.